

WrestleMania 36 Press Conference
Mayor Bob Buckhorn Briefing Document

Date: Thursday, March 7, 2019

Time: 10:30 AM Arrival Time

10:40 AM Run of Show Briefing

10:50 AM Photo-op

11:00 AM Start Time for Press Conference

Location: East Club – B Quad at Raymond James Stadium

Press Conference Participants:

Local Dignitaries Speaking

- Bob Buckhorn – Mayor of Tampa
- Ken Hagan – Hillsborough County Commissioner
- Rob Higgins – Executive Director, Tampa Sports Commission

Other Local Dignitaries In Attendance

- Eric Hart – President and CEO of Tampa Sports Commission
- Brian Ford – President of Tampa Bay Buccaneers
- Santiago Corrada – President and CEO of Visit Tampa Bay
- Kevin Preast – SVP of Tampa Bay Sports and Entertainment
- Una Garvey – Director of Tampa Convention Center

WWE Executives - Speaking

- Stephanie McMahon – Chief Brand Officer
- Paul Levesque – EVP, Talent, Live Events and Creative
- John Saboor – EVP of Special Events

WWE Talent - Speaking

- Roman Reigns
- Charlotte Flair
- Hulk Hogan
- Titus O'Neil

WWE Talent Greeters

- Natalya
- Sasha Banks
- Bayley

Run of Show Summary:

9:30 AM	Talent and WWE Executives to arrive at MetLife Stadium
10:15 AM	Run of Show Rehearsal.
10:30 AM	Mayor Buckhorn, Ken Hagan and Rob Higgins arrive Media check-in begins. Talent greeters in place
10:50 AM	Backstage photo-op
11:00 AM	Press conference begins
11:45 AM	Press conference ends, media one-on-ones begin
12:30 PM	One-on-one interviews end, reception commences

Speakers In Order of Appearance:

- Hulk Hogan – WWE Hall of Famer
- John Saboor – Press Conference Host/EVP of Special Events, WWE
- Ken Hagan – Hillsborough County Commissioner
- Stephanie McMahon – WWE Chief Brand Officer
- Titus O'Neil – WWE Superstar
- Bob Buckhorn – Mayor of Tampa
- Paul Levesque – WWE EVP of Talent, Live Events and Creative
- Rob Higgins – Executive Director of Tampa Sports Commission
- Charlotte Flair – WWE Superstar
- Roman Reigns – WWE Superstar

Talking Points for Mayor Bob Buckhorn

Please note the following are general guidelines, not a script. There will be a teleprompter, so we ask if possible that you please let us know of any changes to your talking points no more than 24 hours prior to the conference.

- Good morning and I am thrilled to be with you all today at Raymond James Stadium for a very special announcement.
- I am thrilled to have WrestleMania 36 come to Tampa Bay for the first time.
- As Stephanie mentioned, WrestleMania is a week-long series of events that will bring an incredible economic windfall to the region.
- Over the past 12 years, WrestleMania has generated more than \$1.2 billion in economic impact for its host cities. It's truly a partnership.
- Bringing WrestleMania to Tampa is a team effort, so I would like to thank Hillsborough County Commissioner Hagan and WWE for helping make this possible.
- We look forward to seeing fans from all over the world converge on Tampa Bay in April 2020.
- I would now like to introduce someone else that also helped make WrestleMania in Tampa possible.
- He is a 14 time World Heavyweight Champion and WWE's Executive Vice President of Talent, Live Events and Creative.
- Please welcome Paul "Triple H" Levesque.

WWE DO'S AND DON'TS

- The date of WrestleMania 36 is Sunday, April 5, 2020 at Raymond James Stadium
- When referring to our talent, we ask that you refer to them as WWE Superstars both for the men and women and NOT as “professional wrestlers.”
- As of March 2016, our female Superstars are NO longer referred to as WWE Divas, so please call them WWE Superstars.
- Please refer to our company as WWE and NOT World Wrestling Entertainment.
- Please do not refer to our company as “the WWE,” but rather just “WWE.”
- Please do NOT use the term “professional wrestling,” instead using WWE or Sports Entertainment to describe our brand (E.G. We have many WWE fans in the Tampa area or I have always been a fan of sports entertainment.”)
- The WWE Championship or WWE Title are appropriate names for the title. It is not called a “belt” or a “strap.”
- WrestleMania has a capital W and a capital M.

Other WrestleMania Talking Points:

- WrestleMania is one of WWE’s biggest events of the year, and a pop culture spectacular.
- Last year at WrestleMania 34 in New Orleans, fans attended from all 50 states and 67 countries.
- Over the past 12 years, WrestleMania has generated more than \$1.2 billion in cumulative economic impact for cities that have hosted the event.
- *WrestleMania* is more than just a one-day event; it’s a week-long celebration. In addition to *WrestleMania 36*, other activities planned include *WrestleMania Axxess*,

WWE's interactive fan festival, as well as four nights of events; *SmackDown Live*; 2020 *WWE Hall of Fame Induction Ceremony*; *NXT TakeOver* and *Monday Night Raw*. WWE will also host more than a dozen community outreach events, including hospital visits and Be a STAR bullying prevention rallies, designed to give back to the local region.

- The event will be streamed live on WWE Network and pay-per-view in more than 180 countries

Social Media Hashtags and Contact Information

Twitter:

Note: All WWE Superstar handles will be accompanied by a “Verified” check mark next to their name

#WrestleMania

@WWE

@RJStadium

@BobBuckhorn

@StephMcMahon

@TripleH

@HulkHogan

@MsCharlotteWWE

@TitusONeilWWE

@ItsBayleyWWE

@SashaBanksWWE

@NatbyNature

Instagram:

Note: All WWE Superstar handles will be accompanied by a “Verified” check mark next to their name

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